

June 30, 2010



ARNOLD SCHWARZENEGGER
Governor

VENDOR ALERT 2010-08

TO: ALL WIC VENDORS

SUBJECT: UPCOMING CHANGES TO AUTHORIZED INFANT FORMULA AND INFANT MEATS FOOD INSTRUMENT

Purpose I am writing to inform you of the upcoming changes in the California Women, Infants and Children (WIC) Program authorized **INFANT FORMULA** and **INFANT MEATS** food instrument (FI).

Background Mead Johnson Nutrition has notified us that the names and labels for several of their infant formula products will be changing this summer. Previous name changes for Enfamil products that we notified you about in Vendor Alert 2010-02 have been modified. This Vendor Alert lists these formula name changes and any requirements associated with redeeming FIs for that specific product.

Enfamil LIPIIL with Iron We would like to remind you that food instruments (FIs) printed on or after August 1, 2010, will no longer include Enfamil LIPIIL with Iron. However, due to the double and triple month issuance of FIs to participants, you may continue to see FIs redeemable for Enfamil LIPIIL with Iron through November 2010.

Enfamil PREMIUM LIPIIL, Enfamil ProSobee LIPIIL and Enfamil EnfaCare LIPIIL Mead Johnson is removing the word "LIPIIL" from Enfamil PREMIUM LIPIIL, Enfamil ProSobee LIPIIL and Enfamil EnfaCare LIPIIL, making the new names **Enfamil PREMIUM Infant, Enfamil ProSobee** and **Enfamil EnfaCare**.

Current Name	New Name	Label Changes	Date In Stores
Enfamil PREMIUM LIPIIL	Enfamil PREMIUM Infant	<ul style="list-style-type: none"> The word "LIPIIL" will be removed from the product name and will no longer appear on the front label. The word "Infant" will be included in the product name and will appear on the front label. 	Begins shipping in August and will appear on store shelves starting in September
Enfamil ProSobee LIPIIL	Enfamil ProSobee	<ul style="list-style-type: none"> The word "LIPIIL" will be removed from the product name and will no longer appear on the front label. A new duck character will replace the Peter Rabbit™ bunny on the front label panel. 	Begins shipping in July and will appear on store shelves starting in August
Enfamil EnfaCare LIPIIL	Enfamil EnfaCare	<ul style="list-style-type: none"> The word "LIPIIL" will be removed from the product name and will no longer appear on the front label. A new duck character will replace the Peter Rabbit™ bunny on the front label panel. 	Begins shipping in August and will appear on store shelves starting in September

**Enfamil
PREMIUM
LIPIL, Enfamil
ProSobee
LIPIL and
Enfamil
EnfaCare LIPIL
(Continued)**

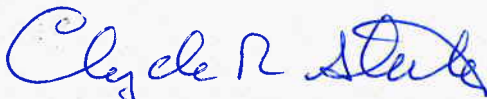
Beginning August 1, 2010, both versions of the formula name (with and without the word "LIPIL") will be printed on a single FI. Participants may purchase a combination of either versions of the infant formula that appears on the FI to reach the full formula quantity specified on their FI.

**Upcoming
INFANT MEATS
FI Changes**

Effective July 1, 2010, infant meats will be removed from the combination infant food FI and will be printed on a separate FI.

Questions

If you have any questions, please contact your WIC Vendor Consultant directly or you may call (916) 928-8705.



Clyde R. Steele, Chief
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